



# Silicon Valley Printed Program Updates

## Other Sponsors

Lunch Wednesday (October 21)

**John Cook School of Business, Saint Louis University's Executive Online Certificate in Web Globalization Management**.....www.globalizationexecutive.com

Lunch Thursday (October 22)

**MultiCorpora**.....www.multicorpora.com

## Preconference Workshops

**Tuesday, October 20, 2009**

**P8 Speakers:** Andres Heuberger Sonia Monahan (ForeignExchange Translations), Elizabeth Judd-Cummings (LifeScan)

**P9, Session 4:** Localization: A Part of Project Development, an Instrument of Marketing

**P9, Session 5:** Casting Is Not Just Voice Approval

## Conference Day One

**Wednesday, October 21, 2009**

### B3 Social Web Localization Panel

**New Speaker:** Siko Bouterse (hi5)

**New description:** A poster child of Web 2.0, social web has quickly become a dominant way that we engage with the internet. These websites and applications with the user at the center stage of both content and content production are also breaking the traditional paradigms of international market expansion. Facebook, Plaxo, Second Life, LinkedIn, Xing, hi5, Twitter, MySpace and others have gained active users in hundreds of countries before these companies had time to plan their market expansion or localization efforts. Localization of social websites and applications has also been a unique — often crowdsourced, community-based and viral — effort. Veterans of the localization business and current leaders in social web localization will discuss the particular opportunities and challenges of international development in this ever-evolving space. Panel format will be fully open for audience participation.

## Lunch-time talk added

**Wednesday, October 21**

**2:00-2:15**

### Web Globalization Skills to Success in 2010 and Beyond

**Speaker:** Dr. Nitish Singh (Boeing Institute, St. Louis University)

To really thrive in the volatile and dynamic global economy, localization professionals need high-end knowledge skills that can prepare them to respond to these changes in a global economy. In this short presentation, Dr. Nitish Singh will share web globalization skills that will be needed by localization professionals to not only differentiate themselves from the crowd but also to add significant value to their clients or projects.

## Participants

**Siko Bouterse**

**B3**



Siko Bouterse manages localization and international community programs at hi5. Some of her current projects include a crowdsourced translation program and the localization of social games. Before that, she worked at Meedan where she was in charge of community partnerships, localization and hybrid distributed translation efforts. Siko has an MA in Arabic studies from the American University in Cairo and a BA from UC-Berkeley.

**Alain Chamsi**

**D3**



Alain Chamsi is the CEO of JiveFusion Technologies Inc., a company that specializes in the development of software products for the translation market. Alain holds a BA in computer engineering and worked in the telecommunications industry for 21 years. He entered the language industry as head of the Ottawa office of Lexi-tech International. He then took the reins at JiveFusion Technologies, combining his language industry and software development experience. In 2005, Alain became a member of the board of directors of ALIA, Canada's language industry association, and became chairman of the board in 2006. In addition, he has been a member of the board of Languages Canada since 2007.

**Elizabeth Judd-Cummings**

**P8**

Elizabeth Judd-Cummings, a global packaging and labeling customer advocate with Lifescan, Inc., is responsible for internal SOP processes and with driving improvements in Lifescan's in-country review processes. Elizabeth has worked for Lifescan US and Lifescan CH for 12 years in such areas as customer service and distribution; global planning and procurement; global packaging and labeling-supplier.

**Richard Maher**

**D3**



Richard Maher is managing partner for sales, marketing and technology at Avantix. In this role he is responsible for world-wide sales activities and leading strategy for Avantix's Global Delivery Platform, which includes Client Portals and the Horizon QA Platform. Prior to Avantix, Richard held senior sales, development and operations roles at Lionbridge Technologies in Europe and the United States. While at Lionbridge, Richard led the initial development of the LionTrack workflow automation system and ForeignDesk translation applications. Richard received a BS in applied computing from Waterford Institute of Technology, Waterford, Ireland.

**Sonia Monahan**

**P8**



Sonia Monahan is executive vice president of quality systems for ForeignExchange Translations. Sonia oversees the management of ForeignExchange's ISO 9001 and BS EN 15038 certified quality systems. In addition, she developed and manages the company's proprietary METRiQ linguistic measurement system and associated toolset. Sonia is an industry veteran of 15 years, with an extensive background in the medical localization sector as well as a Six Sigma black belt.

## Prize Drawing

Leave your business card with each of these exhibitors to qualify for the prize drawing. Drawing will be held at 4:45 on Thursday. Winners must be present.

- ACP Traductera..... Czech pottery and \$500 gift certificate
- CSU Chico Localization Certification Program ..... \$500 registration fee
- Commit .....Coffee table book
- Executive Certificate in Web Globalization Management ..... \$500 gift certificate
- Lionbridge ..... Kodak zi6 Pocket Video Camera
- MultiCorpora ..... Team Canada hockey jersey, personalized
- MultiLingual..... \$100 gift card and custom cover-art necklace
- Plunet GmbH ..... Berlin gift basket
- Rubric ..... Flip HT Camcorder
- TOIN ..... \$100 gift card